GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:411
ANSWERED ON:21.10.2008
MISLEADING ADVERTISEMENTS
Rajendran Shri P.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware about the misleading of consumers through commercial advertisements by the consumer goods companies which are violating the norms of Advertising Standards Council of India;

(b) if so, the details thereof during each of the last three years and the current year, State-wise;

(c) the action taken by the Government during the said period against such companies State-wise; and

(d) the steps taken/proposed to be taken by the Government in this regard?

Answer

THE MINISTER FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (ADDITIONAL CHARGE) (SHRI ANAND SHARMA)

(a) & (b) Some instances of misleading advertisements have been brought to the notice of the Government in respect of private TV channels viz. 'Roop Amrit(in 2005), 'Hiko Good Height Increasing Device', 'Yoko Height Increase Device', 'Herbal Slim Tea', 'Oka Good Height Increasing Device' 'D' Care Plus (Ayurvedic)'(in 2006) 'Garnier Light Fairness' (in 2007), Panch Mukhi Rudraksh Mala' (in 2007), Maxocyclothrin Coil'(in 2007), '7 Up' (in 2007). As the broadcast of these advertisements was by national channels, no State/UT-wise list can be maintained.

(c) & (d) All advertisements of satellite TV channels transmitted or retransmitted through cable service are required to adhere to the provisions of Advertising Code prescribed under the Cable TV Networks(Regulation) Act, 1995 and rules framed thereunder. With a view to look into the violation of the Advertising Code, the Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act. The Committee either suo-motu or on receipt of complaint, examines cases of violation of the Codes. If any violation is noted by the Committee, action is taken against the TV channel as per rules. Under these rules action cannot be taken against the consumer goods companies. Overall 256 show-cause notices have been issued against 100 TV channels for violation of Programme & Advertising Codes out of which 64 channels have been issued orders/warnings/advisories, which includes 'AXN' for a capsule "World's Sexiest Advertisements".